

114TH CONGRESS
2D SESSION

S. 1579

AN ACT

To enhance and integrate Native American tourism, empower Native American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Native American Tour-
3 ism and Improving Visitor Experience Act” or the “NA-
4 TIVE Act”.

5 **SEC. 2. PURPOSES.**

6 The purposes of this Act are—

7 (1) to enhance and integrate Native American
8 tourism—

9 (A) to empower Native American commu-
10 nities; and

11 (B) to advance the National Travel and
12 Tourism Strategy;

13 (2) to increase coordination and collaboration
14 between Federal tourism assets to support Native
15 American tourism and bolster recreational travel and
16 tourism;

17 (3) to expand heritage and cultural tourism op-
18 portunities in the United States to spur economic
19 development, create jobs, and increase tourism reve-
20 nues;

21 (4) to enhance and improve self-determination
22 and self-governance capabilities in the Native Amer-
23 ican community and to promote greater self-suffi-
24 ciency;

25 (5) to encourage Indian tribes, tribal organiza-
26 tions, and Native Hawaiian organizations to engage

1 more fully in Native American tourism activities to
2 increase visitation to rural and remote areas in the
3 United States that are too difficult to access or are
4 unknown to domestic travelers and international
5 tourists;

6 (6) to provide grants, loans, and technical as-
7 sistance to Indian tribes, tribal organizations, and
8 Native Hawaiian organizations that will—

9 (A) spur important infrastructure develop-
10 ment;

11 (B) increase tourism capacity; and

12 (C) elevate living standards in Native
13 American communities; and

14 (7) to support the development of techno-
15 logically innovative projects that will incorporate rec-
16 reational travel and tourism information and data
17 from Federal assets to improve the visitor experi-
18 ence.

19 **SEC. 3. DEFINITIONS.**

20 In this Act:

21 (1) AGENCY.—The term “agency” has the
22 meaning given the term in section 551 of title 5,
23 United States Code.

24 (2) INDIAN TRIBE.—The term “Indian tribe”
25 has the meaning given the term in section 4 of the

1 Indian Self-Determination and Education Assistance
2 Act (25 U.S.C. 450b).

3 (3) NATIVE HAWAIIAN ORGANIZATION.—The
4 term “Native Hawaiian organization” means a non-
5 profit organization—

6 (A) that serves the interests of Native Ha-
7 waiians;

8 (B) in which Native Hawaiians serve in
9 substantive and policymaking positions; and

10 (C) that is recognized for having expertise
11 in Native Hawaiian culture and heritage, in-
12 cluding tourism.

13 (4) TRIBAL ORGANIZATION.—The term “tribal
14 organization” has the meaning given the term in
15 section 4 of the Indian Self-Determination and Edu-
16 cation Assistance Act (25 U.S.C. 450b).

17 **SEC. 4. INTEGRATING FEDERAL TOURISM ASSETS TO**
18 **STRENGTHEN NATIVE TOURISM OPPORTUNI-**
19 **TIES.**

20 (a) SECRETARY OF COMMERCE AND SECRETARY OF
21 THE INTERIOR.—The Secretary of Commerce and the
22 Secretary of the Interior shall update the respective man-
23 agement plans and tourism initiatives of the Department
24 of Commerce and the Department of the Interior to in-

1 clude Indian tribes, tribal organizations, and Native Ha-
2 waiian organizations.

3 (b) OTHER AGENCIES.—The head of each agency
4 that has recreational travel or tourism functions or com-
5 plementary programs shall update the respective manage-
6 ment plans and tourism strategies of the agency to include
7 Indian tribes, tribal organizations, and Native Hawaiian
8 organizations.

9 (c) NATIVE AMERICAN TOURISM PLANS.—

10 (1) IN GENERAL.—The plans shall outline pol-
11 icy proposals—

12 (A) to improve travel and tourism data col-
13 lection and analysis;

14 (B) to increase the integration, alignment,
15 and utility of public records, publications, and
16 Web sites maintained by Federal agencies;

17 (C) to create a better user experience for
18 domestic travelers and international visitors;

19 (D) to align Federal agency Web sites and
20 publications;

21 (E) to support national tourism goals;

22 (F) to identify agency programs that could
23 be used to support tourism capacity building
24 and help sustain tourism infrastructure in Na-
25 tive American communities;

(G) to develop innovative visitor portals for parks, landmarks, heritage and cultural sites, and assets that showcase and respect the diversity of the indigenous peoples of the United States;

(H) to share local Native American heritage through the development of bilingual interpretive and directional signage that could include or incorporate English and the local Native American language or languages; and

(I) to improve access to transportation programs related to Native American community capacity building for tourism and trade, including transportation planning for programs related to visitor enhancement and safety.

(2) CONSULTATION WITH INDIAN TRIBES AND NATIVE AMERICANS.—In developing the plan under paragraph (1), the head of each agency shall consult with Indian tribes and the Native American community to identify appropriate levels of inclusion of the Indian tribes and Native Americans in Federal tourism activities, public records and publications, including Native American tourism information available on Web sites.

(d) TECHNICAL ASSISTANCE.—

1 (1) IN GENERAL.—The Secretary of the Inte-
2 rior, in consultation with the Secretary of Com-
3 merce, shall enter into a memorandum of under-
4 standing or cooperative agreement with an entity or
5 organization with a demonstrated record in tribal
6 communities of defining, introducing, developing,
7 and sustaining American Indian, Alaska Native, and
8 Native Hawaiian tourism and related activities in a
9 manner that respects and honors native traditions
10 and values.

11 (2) COORDINATION.—The memorandum of un-
12 derstanding or cooperative agreement described in
13 paragraph (1) shall formalize a role for the organi-
14 zation or entity to serve as a facilitator between the
15 Secretary of the Interior and the Secretary of Com-
16 merce and the Indian tribes, tribal organizations,
17 and Native Hawaiian organizations—

18 (A) to identify areas where technical as-
19 sistance is needed through consultations with
20 Indian tribes, tribal organizations, and Native
21 Hawaiian organizations to empower the Indian
22 tribes, tribal organizations, and Native Hawai-
23 ian organizations to participate fully in the
24 tourism industry; and

1 (B) to provide a means for the delivery of
2 technical assistance and coordinate the delivery
3 of the assistance to Indian tribes, tribal organi-
4 zations, and Native Hawaiian organizations in
5 collaboration with the Secretary of the Interior,
6 the Secretary of Commerce, and other entities
7 with distinctive experience, as appropriate.

8 (3) FUNDING.—Subject to the availability of
9 appropriations, the head of each Federal agency, in-
10 cluding the Secretary of the Interior, the Secretary
11 of Commerce, the Secretary of Transportation, the
12 Secretary of Agriculture, the Secretary of Health
13 and Human Services, and the Secretary of Labor
14 shall obligate any funds made available to the head
15 of the agency to cover any administrative expenses
16 incurred by the organization or entity described in
17 paragraph (1) in carrying out programs or activities
18 of the agency.

19 (4) METRICS.—The Secretary of the Interior
20 and the Secretary of Commerce shall coordinate with
21 the organization or entity described in paragraph (1)
22 to develop metrics to measure the effectiveness of
23 the entity or organization in strengthening tourism
24 opportunities for Indian tribes, tribal organizations,
25 and Native Hawaiian organizations.

1 (e) REPORTS.—Not later than 1 year after the date
2 of enactment of this Act, and occasionally thereafter, the
3 Secretary of the Interior and the Secretary of Commerce
4 shall each submit to the Committee on Indian Affairs of
5 the Senate and the Committee on Natural Resources of
6 the House of Representatives a report that describes—

7 (1) the manner in which the Secretary of the
8 Interior or the Secretary of Commerce, as applica-
9 ble, is including Indian tribes, tribal organizations,
10 and Native Hawaiian organizations in management
11 plans;

12 (2) the efforts of the Secretary of the Interior
13 or the Secretary of Commerce, as applicable, to de-
14 velop departmental and agency tourism plans to sup-
15 port tourism programs of Indian tribes, tribal orga-
16 nizations, and Native Hawaiian organizations;

17 (3) the manner in which the entity or organiza-
18 tion described in subsection (d)(1) is working to pro-
19 mote tourism to empower Indian tribes, tribal orga-
20 nizations, and Native Hawaiian organizations to par-
21 ticipate fully in the tourism industry; and

22 (4) the effectiveness of the entity or organiza-
23 tion described in subsection (d)(1) based on the
24 metrics developed under subsection (d)(4).

1 **SEC. 5. NATIVE AMERICAN TOURISM AND BRANDING EN-**
2 **HANCEMENT.**

3 (a) IN GENERAL.—The head of each agency shall—

4 (1) take actions that help empower Indian
5 tribes, tribal organizations, and Native Hawaiian or-
6 ganizations to showcase the heritage, foods, tradi-
7 tions, history, and continuing vitality of Native
8 American communities;

9 (2) support the efforts of Indian tribes, tribal
10 organizations, and Native Hawaiian organizations—

11 (A) to identify and enhance or maintain
12 traditions and cultural features that are impor-
13 tant to sustain the distinctiveness of the local
14 Native American community; and

15 (B) to provide visitor experiences that are
16 authentic and respectful;

17 (3) provide assistance to interpret the connec-
18 tions between the indigenous peoples of the United
19 States and the national identity of the United
20 States;

21 (4) enhance efforts to promote understanding
22 and respect for diverse cultures and subcultures in
23 the United States and the relevance of those cul-
24 tures to the national brand of the United States;
25 and

1 (5) enter into appropriate memoranda of under-
2 standing and establish public-private partnerships to
3 ensure that arriving domestic travelers at airports
4 and arriving international visitors at ports of entry
5 are welcomed in a manner that both showcases and
6 respects the diversity of Native American commu-
7 nities.

8 (b) GRANTS.—To the extent practicable, grant pro-
9 grams relating to travel, recreation, or tourism adminis-
10 tered by the Commissioner of the Administration for Na-
11 tive Americans, Chairman of the National Endowment for
12 the Arts, Chairman of the National Endowment for the
13 Humanities, or the head of an agency with assets or re-
14 sources relating to travel, recreation, or tourism promotion
15 or branding enhancement for which Indian tribes, tribal
16 organizations, or Native Hawaiian organizations are eligi-
17 ble may be used—

18 (1) to support the efforts of Indian tribes, tribal
19 organizations, and Native Hawaiian organizations to
20 tell the story of Native Americans as the First Peo-
21 ples of the United States;

22 (2) to use the arts and humanities to help revi-
23 talize Native communities, promote economic devel-
24 opment, increase livability, and present the unique-

1 ness of the United States to visitors in a way that
2 celebrates the diversity of the United States; and

3 (3) to carry out this section.

4 (c) SMITHSONIAN.—The Advisory Council and the
5 Board of Regents of the Smithsonian Institution shall
6 work with Indian tribes, tribal organizations, Native Ha-
7 waiian organizations, and nonprofit organizations to es-
8 tablish long-term partnerships with non-Smithsonian mu-
9 seums and educational and cultural organizations—

10 (1) to share collections, exhibitions, interpretive
11 materials, and educational strategies; and

12 (2) to conduct joint research and collaborative
13 projects that would support tourism efforts for In-
14 dian tribes, tribal organizations, and Native Hawai-
15 ian organizations and carry out the intent of this
16 section.

17 **SEC. 6. EFFECT.**

18 Nothing in this Act alters, or demonstrates congres-
19 sional support for the alteration of, the legal relationship
20 between the United States and any American Indian,

- 1 Alaska Native, or Native Hawaiian individual, group, or-
- 2 ganization, or entity.

Passed the Senate April 25, 2016.

Attest:

Secretary.

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